

New Salem Box

- ☐ **Display Shipper 8 carton unit for B1G1F**
Display Shipper 2 & 4 carton units / Sniped product

Allocation for B1G1F: **First month of introduction**
13,000 / 70% CIV (1,733 12m cs.)
8,000 / 50% CIV (1,066 12m cs.)

Allocation for Sniped: **Month 2 and 3 of introduction**
482 cases of sniped product monthly

Promoted Volume summary for 3 month introduction period:

Normal Quarter Salem Shipments:	10,073 cs./ 1st
To hit 40% / 3 mo. Promoted Volume:	4,030 cs.
Current Strategy PV (ave 20%):	2,000 cs.
B1G1F allocation (10.5% PV):	1,066 cs.
Sniped alloc/ 2mo (9.5% PV):	964 cs.
Total Salem Promoted cs.	4,030 cs. /3 mo.

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☐ **Displays:**

- * Sales Rep Calls:** **80% to be displayed on Salem PCD**
 - Large PCD riser
 - 24 inch card
 - Change mat
 20% to be displayed in Semi-Perm.
- * Territory Rep Calls:** **20% to be displayed on Salem PCD**
 20% to be displayed in Semi-Perm.
 80% to be displayed in shipper

*** Display units needed:**

-B1G1F shipper displays (8ctn)	5,000 displays (63%)
-Sniped product shippers (4 ctn)	2,300 displays
(2 ctn)	5,200 displays
	(7 1/2 ctn per display)

☐ **Promotional Payments:**

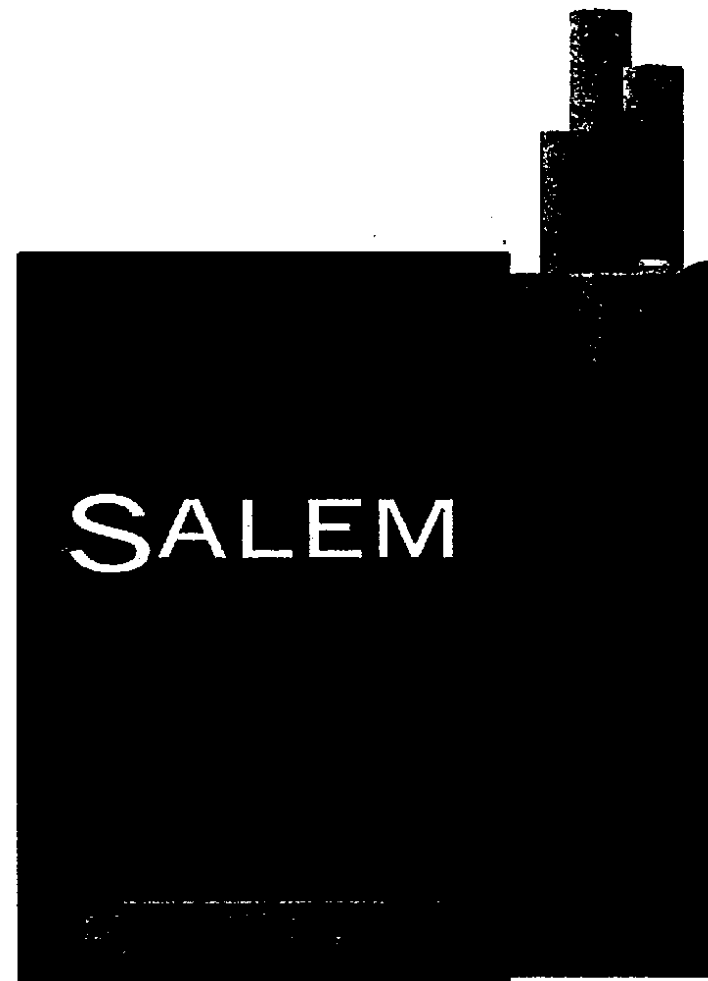
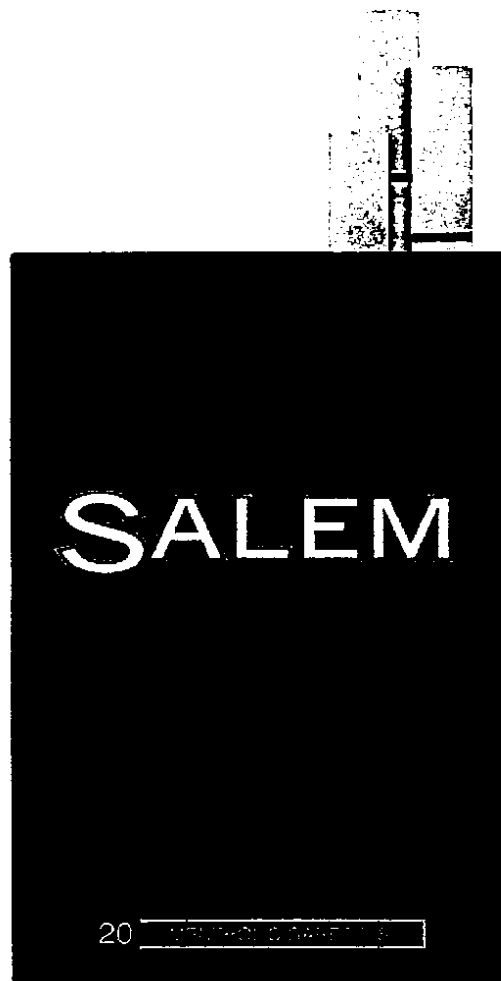
- B1G1F displays no display payment ... \$___wrapping
 - Sniped displays no display payment ... \$___wrapping
 - Semi-Perm \$1 - \$10 variable rate
 - DPC display payment \$0 - \$4 per display only when needed!
- Direct Account new item incentive:**
- Extra 2 weeks dating on allocation
 - Introductory case allowance on allocation
 - Extended 2 week dating on B1G1F / Sniped

☐ **Permanent Advertising and POS:**

- Large PCD riser card	8,000 units
- 24 inch card	10,000 units
- Change mats	4,000 units
- Small Banners (4 ft by 2 ft.)	2,400 units
- Door decals	25,000 units
- Large paster	8,000 units
- Small paster	10,000 units

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THE NEW LOOK OF SALEM



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NYC Salem Du Inventory Accts

KAM / AM Region	Direct Acct Region	Acct#	Direct Acct	1 week Avg Salem Business (12M)		Disruption Allowance	% Accts NYC	# NYC Accts	Total Accts	Notes
1200	1200	6585000	United Candy & Tob	20	*	\$500	39%	98	249	
1200	1200	6129900	Stan-Lou Tob	12	*	\$500	17%	43	246	
1200	1200	7696010	Westchester Candy	5	*	\$500	3%	4	119	
1200	1200	7865360	City Line Candy & Tob	11	*	\$500	14%	20	141	
1200	1200	5505580	Harold Levinson Assoc	200		\$3,000	48%	1212	2540	
1200	1200	6753520	Joseph H. Stomel & Sons	53		\$795	21%	221	1034	
1200	1200	3473920	Consolidated Simon	34		\$510	15%	40	269	
1200	1300	4233600	Middlesex Tobacco	34		\$510	13%	70	527	
1100	1300	1898410	Mark Steven	42		\$630	2%	8	431	CVS
1300	1300	6687230	Consolidated Products Systems	72		\$1,080	2%	8	344	K Mart
1600	1600	1628000	Norman J. Dressler	149		\$2,235	0%	2	449	Vikisha / Bonanza Too
1700	1600	5436300	Rite-Aid Rome Dist	39		\$585	11%	58	519	Rite Aid
1700	1700	5383200	Revco Drug Stores	55		\$825	3%	18	538	Revco
1300	1700	5442900	Miller & Hartman	73		\$1,095	2%	15	643	Amoco
Total				799		\$13,265	23%	1817	8049	

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* Rounded to \$500 Minimum